

## **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently Amended) A method of delivering an interactive printed newspaper or magazineperiodical to a user on demand, said methodincluding the steps of:

formatting information of the newspaper or magazine in a computer system;(a) a computer system allocating and recording at least one identifier;

(b) associating a corresponding periodical document with the at least one identifier in the computer system; and

(c) printing the document onto a substrate using a printer networked with the computer system so as to produce the printed periodical,

the information includingwherein the periodical includes a plurality of user interactive elements in the form of location-indicating tags that function in cooperation with associated visual elementsuser interactive elements of the newspaper or magazineperiodical, which enablesthereby enabling a user to indicate a request for further information relating to contents of the newspaper or magazineperiodical by interacting with the elements using a sensing device which is adapted to transmit data indicating the request to the computer system.; and

printing the information at a printer networked with the computer system so as to produce the newspaper or magazine, wherein the location-indicating tags and the associated visual elements are printed at the same time.

2. (Original). A method as claimed in claim 1 wherein the further information relates to editorial content.

3. (Original) A method as claimed in claim 1 wherein the further information relates to advertising material.

4. (Original) A method as claimed in claim 3, wherein the advertising material is included in the formatted information on the basis of demographics of the user.

5. (Currently Amended) A method as claimed claim 1, wherein the newspaper or magazineperiodical includes coded data indicative of an identity of the newspaper or

~~magazineperiodical~~ and of the plurality of interactive elements and wherein the ~~data-method~~ includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the ~~newspaper or magazineperiodical~~ and of a position of the sensing device relative to the ~~newspaper or magazineperiodical~~ in order to identify the ~~newspaper or magazineperiodical~~ and determine when the sensing device is used to interact with the elements.

6. (Original) A method as claimed in claim 5, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the ~~newspaper or magazineperiodical~~.

7. (Currently Amended) A method as claimed in claim 6, including the sensing device sensing its movement relative to the ~~newspaper or magazineperiodical~~ using the coded data, and identifying the response in the computer system from the movement being at least partially within a zone associated with the interactive elements.

8. (Original) A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.

9. – 10. (Cancelled).

11. (Original) A method as claimed in claim 10 which includes printing the coded data to be substantially invisible in the visible spectrum.

12. (Currently Amended) A method as claimed in claim 5, including retaining a retrievable record of the printed ~~newspaper or magazineperiodical~~, the ~~newspaper or magazineperiodical~~ being retrievable using the identity data as contained in the coded data.

13. (Currently Amended) A method as claimed in claim 1, including distributing a plurality of ~~newspapers or magazinesperiodical~~ using a mixture of multicast and pointcast communications protocols.

14. (Currently Amended) A method as claimed claim 1, in which the ~~newspaper or~~

~~magazine~~periodical is printed on multiple pages and in which the method includes binding the pages.

15. (Currently Amended) A system for delivering an interactive printed periodical newspaper or magazine to a user on demand, including:

a computer system with a publication server adapted to: ~~select and format information of a newspaper or magazine;~~

(a) allocate and record at least one identifier;; and

(b) associate a corresponding periodical document with the at least one identifier;

a printer for printing the information so as to produce the ~~newspaper or magazine~~periodical, with a plurality of ~~interactive elements in the form of location-indicating tags that function in cooperation with associated visual elements~~user interactive elements of the ~~newspaper or magazine~~periodical, ~~to enable thereby enabling~~ a user to indicate a request for further information relating to content of the ~~newspaper or magazine~~periodical, the printer being adapted for printing the location-indicating tags and the associated visual elements the same time; and

a sensing device used to indicate the request and adapted to transmit data to the computer system.

16. (Previously Presented) A system as claimed in claim 15, wherein the publication server is adapted to include at least a portion of the content as advertising material.

17. (Previously Presented) A system as claimed in claim 15, wherein the advertising material is included with reference to user content preferences.

18. (Previously Presented) A system as claimed in claim 15, further including an advertising server for providing the advertising material to the publication server.

19. (Previously Presented) A system as claimed in claim 15, further including a registration server where demographic data of the user is stored for access by the publication server, in order to allow the advertising material to be demographically targeted.

20. (Currently Amended) A system as claimed in claim 15, wherein the ~~newspaper or magazine~~periodical includes coded data including data indicative of the interactive elements

and identifying data indicating the ~~newspaper or magazine~~periodical and/or a particular portion of the ~~newspaper or magazine~~periodical.

21. (Currently Amended) A system as claimed in claim 19, wherein the computer system is adapted to receive movement data regarding movement of the sensing device relative to the ~~newspaper or magazine~~periodical, and interpret said movement of the sensing device as it relates to said plurality of elements.

22. (Currently Amended) A system as claimed in claim 21, wherein the sensing device senses its own movement relative to the ~~newspaper or magazine~~periodical using the coded data.

23. (Previously Presented) A system as claimed in claim 15, wherein the sensing device includes an identification code specific to a particular user and the computer system is arranged to monitor the use of the sensing device.

24. (Previously Presented) A system as claimed in claim 15, wherein the sensing device includes a marking nib.

25. (Currently Amended) A system as claimed in claim 15, wherein the ~~newspaper or magazine~~periodical is printed onto a ~~surface of a surface defining structure~~substrate and wherein the printer prints the ~~newspaper or magazine~~periodical on demand.

26. (Cancelled).

27. (Previously Presented) A system as claimed in claim 20, wherein the coded data is substantially invisible in the visible spectrum.

28. (Currently Amended) A system as claimed in claim 20, including a database for keeping a retrievable record of each ~~newspaper or magazine~~periodical generated, each ~~newspaper or magazine~~periodical being retrievable by using its identity, as included in its coded data.

29. (Currently Amended) A system as claimed in claim 15, wherein the printer includes a binding means for binding the ~~newspaper or magazine~~periodical in the event the ~~newspaper or magazine~~periodical includes a plurality of pages.